REMARKS

Claims 1, 2, 4-6, and 8 are rejected under 35 USC 102 (e), claims 9,10 and 12 are rejected under 35 U.S.C. 103(a). Applicant has canceled claims 4 and 6-12 and amended claims 1-3 and 5. No new matter adds through the amendments. For the reasons discussed below, withdrawal of the rejections is requested.

Objections to the Specification:

The specification is objected to because of informalities.

Accordingly, Applicant has amended the specification and the abstract.

In light of the amendment, withdrawal of the objection is requested.

Claim Rejections- under 35 U.S.C. 102(e):

Claims 1, 2, 4-6, and 8 are rejected under 35 USC 102(e) as being anticipated by Petrecca et al. (U.S. 5,781,894).

Applicant has amended claim 1. The amended claim 1 recites the steps of *making the software program stop in operation during use of the software program when a sponsored advertisement is displayed on a display screen; and resuming the software program only when the sponsored advertisement displayed on the screen is clicked on.* Petrecca does not teach or suggests such features.

Petrecca teaches an advertising system to be used with a PC, which enables sponsors to present advertisement to a user during periods of waiting-time which are inherent in normal computer use. (Abstract). However, Petrecca does not teach an advertising method that requires a user's behavior, i.e., clicking on the displayed advertisement, to resume the software program which has been stopped when the advertisement is displayed on a screen.

For at least the reasons discussed above, claim 1 is not anticipated by Petrecca. Claims 2, and 5 depend from claim 1. Thus, for at least the same reasons as for claim 1, claims 2 and 5 are not anticipated by Petrecca either.

Claims 4, 6, and 8 have been canceled.

Withdrawal of the rejection is requested.

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Claim Rejections- under 35 U.S.C. 103(a):

Claims 9, 10, and are rejected under 35 U.S.C. 103(a) as being unpatentable over Petrecca (US 5,781,894) in view of Guyot et al. (US 6,119,098).

Claim 11 is rejected under 35 U.S.C. 103(a) as being unpatentable over Horstmann (US 6,285,985) in view of Guyot et al. (US 6,119,098).

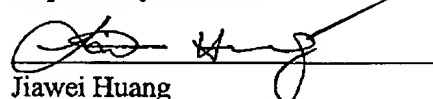Claims 9-12 have been canceled. Therefore, the rejection is moot.

None of the cited references teaches or suggests the features recited in the amended claim 1. It is believed that claim 1 is patentable over the cited references, taken alone or in combination. Dependent claims 2, 3, and 5 are parentable over the cited references for at least the same reasons as for claim 1. In addition, those dependent claims contain features that further distinguish over the prior art.

Conclusion

In view of the foregoing amendments and remarks, it is respectfully submitted that the remaining claims 1-3 and 5 are fully in condition for allowance and such allowance is earnestly solicited.

Respectively submitted

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Version with Markings to Show the Changes Made

In the Specification

The paragraph beginning at page 1, line 4 has been amended as follows:

The present invention relates to an advertising method using software products, and more particularly, to an advertising method using software products in which an advertisement is included in a program of a software product supported by an advertisement sponsor and a user purchases the software products at a low price or for free so that the user watches the advertisement of the sponsor when using the software product, instead of a software developer directly selling the software product to consumers.

The paragraph beginning at page 1, line 12 has been amended as follows:

People in modern society are living in a flood of advertisements. Advertisement sponsors hope that consumers watch their own advertisements, while consumers even think it is a waste of time to watch an advertisement they do not have an interest in. Nevertheless, advertisement sponsors hope that consumers obtain more information about their products from advertisement so that consumers finally choose their products being in competition with rival products in the market.

In the Abstract

The Abstract has been amended ad follows:

[An advertisement is included in a program of a software product supported by an advertisement sponsor. A user purchases the software products at low cost or for free so that the user sees the advertisement of the sponsor during using the software product, instead of a software developer directly selling the software product to consumers. In the advertising method, a software program included in a recording medium where an advertisement of an advertisement sponsor is included in at least a part thereof is downloaded from the Internet for free or at low

cost so that a user uses the software program while watching the advertisement. Also, an advertisement program is inserted in at least a part of a software program, and when a recording medium where the software program is stored is reproduced in a computer and a video/audio reproducing apparatus, the advertisement program inserted in at least a part of the software program is reproduced. The position of the advertisement is not limited and inserted in an arbitrary portion of the program to be reproduced, and in the case of a recording medium used in a computer, even when the operation of the program is completed on the Internet, a window including the advertisement can exist as another open window. an advertisement of a single advertisement sponsor can be included in a software product, advertisements of a plurality of advertisement sponsors can be included according to their portions of support, only an advertisement of a single advertisement sponsor or advertisements of a plurality of advertisement sponsors can be included according to their portions of support in a plurality of software products, financial portions of an advertisement support can be determined according to the number of distributed software products, and the financial portions of an advertisement support can be determined according to the number of downloads of the software products. Thus, the efficiency of advertisement can be improved in view of the advertisement sponsor and the user can use expensive programs for free or at low cost. Also, for a program developer, compensation for the development of the program may be made at an appropriate time so that he/she can devote himself/herself to development of improved programs.]

An advertising method using software products in which at least one advertisement is inserted so that the software products can be distributed for free or at a low cost. The advertising method comprises the steps of: inserting at least one advertisement into at least one portion of a software program contained in a software product, by support from an advertising sponsor during the making of the software product; making the software program stop in operation during use of the software program when a sponsored advertisement is displayed on a display screen; and resuming the software program only when the sponsored advertisement displayed on the screen is clicked on.

In the Claims:

Claims 1-3 and 5 have been amended as follows:

1. (Once Amended) An advertising method using software products[, wherein an

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advertisement is included in at least a part of a program of a software product supported by an advertisement sponsor, and a program user obtains the program for free or at low cost so that the user of the software product is forced to see the advertisement of the advertisement sponsor during use of the software program.] in which at least one advertisement is inserted so that the software products can be distributed for free or at a low cost, the advertising method comprising the steps of:

inserting at least one advertisement into at least one portion of a software program contained in a software product, by support from an advertising sponsor during the making of the software product;

making the software program stop in operation during use of the software program when a sponsored advertisement is displayed on a display screen; and

resuming the software program only when the sponsored advertisement displayed on the screen is clicked on.

2.   (Once Amended) An advertising method [using software products, wherein a software program included in a recording medium] of claim 1, further comprising the step of downloading a software program, where an advertisement of an advertisement sponsor is included in at least a part thereof, [is downloaded] from the Internet for free or at low cost [so that a user uses the software program while watching the advertisement].

3.   (Once Amended) An advertising method [using software products] of claim 2, wherein[,] when a software program including an advertisement in at least a part thereof is used, as the advertisement of an advertisement sponsor links to a web site such as the home page of an advertisement sponsor, the web site is easily accessed by clicking on the web site address.

5.   (Once Amended) [The] An advertising method of claim 1, wherein [the position of the advertisement is not limited and inserted in an arbitrary portion of the program to be reproduced, and in the case of a recording medium used in a computer, even when the operation of the program is completed on the Internet,] a window through which [including the] at least one advertisement is displayed can exist as another open window on the display screen.

Claims 4 and 6-12 have been canceled.